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Calendar

For a listing of industry events and dates for the coming year, please visit:

<http://www.californiaavocadogrowers.com/commission/calendar>

Production Research Committee Meeting

August 9

Time: 9:00 a.m. – 12:30 p.m.

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine, CA

CAS/CAC/UCCE Grower Seminar Series: Current Hot Topics in Avocados

Speakers include Ben Faber, a farm advisor located in Ventura and Santa Barbara Counties, and Sonia Rios, an Area Subtropical Horticulture advisor for Riverside and San Diego Counties. [More information available here.](#)

August 9-11

August 9

Time: 1:00 p.m. – 3:00 p.m.

Location: UC Cooperative Extension Office Auditorium, 2156 Sierra Way, San Luis Obispo, CA

August 10

Time: 9:00 a.m. – 11:00 a.m.

Location: UC Cooperative Extension Office Auditorium, 669 County Square Dr. , Ventura, CA

August 11

Time: 1:00 p.m. – 3:00 p.m.

Location: Fallbrook Public Utility District Board Rm. 990 East Mission Rd. , Fallbrook, CA

CAC Governance Committee Meeting

August 17

Time: 10:00 a.m. – 12:00 p.m.

Location: CAC Office, 12 Mauchly, Suite L, Irvine, CA

CAC Finance Committee Meeting

August 17

Time: 1:00 p.m. – 3:00 p.m.

Location: CAC Office, 12 Mauchly, Suite L, Irvine, CA

CAC Board Meeting

August 18

Time: 9:00 a.m. – 2:15 p.m.

Location: CAC Board Room, 12 Mauchly, Suite L, Irvine, CA

Summary of CAC Board Vacancies for the October 2016 Election

In October 2016, the California Avocado Commission (CAC) will hold its regularly scheduled annual election to fill available seats on the Commission's Board of Directors. Nomination packets were mailed to all producers and handlers on record with the Commission on July 15. These packets contain information and forms on how to nominate yourself for a seat on the CAC Board. Completed nomination packets are due on or before August 26. Reapportioned district lines, effective November 1, 2016, have resulted in some growing areas being assigned to new districts and therefore your previous district may have changed. Please refer to the city and zip code list to determine the district in which your grove is located.

Effective November 1, 2016 the Commission's Board of Directors will be composed of 21 individuals serving as producers, handlers and public members. This year, due to redistricting a number of Producer Member and Alternate seats are up for election. As concerns producer members, in addition to the standard two-year terms up for election annually, Districts 3 and 4 have open seats for one-year producer member and alternate member terms. These mid-term openings exist due to the recent required reapportionment of districts, which resulted in some producer members and alternates becoming ineligible to continue serving in their current seats. In such situations, nominations and elections will be conducted without regard to the length of term of office. After the election tally, the candidates that receive the highest vote totals will be offered seats on the Commission, with the candidate receiving the highest number of votes for that district offered first choice of the respective seats available.

In addition, two handler member seats are open. Handlers elected to each of these seats would serve a two-year term, ending on October 31, 2018.

The following seats are available:

<u>District</u>	<u>Member</u>	<u>Alternate</u>
1	One 2-Year Term	None
2	One 2-Year Term	None
3	One 1-Year Term One 2-Year Term	One 1-Year Term
4	One 1-Year Term One 2-Year Term	One 1-Year Term
5	One 2-Year Term	None
Handler	Two 2-Year Terms	None

Producer and handler nomination materials as well as documents outlining CAC election procedures and CAC voter access procedures are available on the [grower website](#). This webpage provides a summary of open seats and a 2016 election schedule. Official election ballots will be mailed out September 23.

If you are interested in serving as a member or alternate of the Commission and would like further information, please visit our [general election page](#), or contact April Aymami at (949) 341-1955 ext. 118 or aaymami@avocado.org.

CAC Issues RFP for Agricultural Management Services at Pine Tree Ranch

The California Avocado Commission (CAC) is seeking a farm management service provider to deliver customized agricultural management and grove development services for the Pine Tree Ranch property located at 19455 E. Telegraph Road, Santa Paula, California. To that end, the Commission has issued a Request for Proposals (RFP) to those parties interested in providing management and development services from October 1, 2016 — October 31, 2017. The proposals are due August 26, 2016 and the Commission will make a selection by September 9, 2016.

The property, which the Commission began leasing in July 2013, serves as a demonstration grove for the state's nearly 4,000 avocado growers. The Commission's lease consists of approximately 11 acres — eight acres of newly planted avocados, two acres of mature Hass avocado trees and one acre of open ground. Because this property is a demonstration grove, interested parties will need to demonstrate their ability to provide customized services as outlined by the Commission in the RFP.

Interested parties may download the Commission's RFP for Agricultural Management Services by clicking [here](#), or by downloading the file located in the right-hand navigation. To complete the RFP, parties must:

- Complete the RFP Questionnaire
- Submit a fee estimate
- Demonstrate availability, skills and experience of personnel
- Provide references

Proposals may be submitted as follows:

Mail

California Avocado Commission
Attn: Pine Tree Ranch Proposals
12 Mauchly, Suite L
Irvine, CA 92618

Email

April Aymami
Subject: Pine Tree Ranch Proposals
RFP@avocado.org

Fax

California Avocado Commission
RE: Pine Tree Ranch Proposals
949.208.3503

Social Media Posts Encourage Consumers to Buy American (California) Avocados to Celebrate the 4th of July

To maintain the momentum generated by California Avocado Month promotions, the California Avocado Commission (CAC) launched its 4th of July social media campaign on June 30th. It is an optimal time to share festive and delicious recipes, while encouraging consumers to purchase products grown in the U.S., because patriotism runs high around the holiday and American consumers are eager to celebrate with new recipes. With that in mind, the Commission shared

social media posts — on Instagram, Facebook and Twitter — that featured a variety of California avocado recipes perfect for summer entertaining.

The 4th of July promotions began with a *The Scoop* blog post celebrating American-grown avocados and highlighting some of the best California avocado recipes for the holiday. The 4th of July recipes also were distributed in an email blast and shared, over a series of days, on the Commission’s social media channels. In collaboration with California Grown, the Commission shared a 4th of July favorite — [guacamole — and topped the dish with one of the hottest food trends: an avocado “rose.”](#) With a nod to guacamole’s popularity, the Commission shared innovative entertaining ideas with its fans including [hot dogs topped with guacamole](#) and [Firecracker Guacamole served in a mini watermelon](#) shell.

CAC also utilized a new Facebook ad unit called a [Carousel](#). The ad highlighted three California avocado 4th of July recipes and included a clickable link to more Independence Day recipes on CaliforniaAvocado.com website. To round out the holiday promotion, on July 4th the Commission shared a festive, [sparkler-filled image on Twitter](#) and Facebook that linked to the Commission’s American Summer Holidays recipe page.

The social media campaign resulted in high engagement with California avocado fans. The Instagram guacamole post earned more than 500 likes and the Facebook Carousel ad generated an impressive 11,000 likes.



Instagram fans showed their love for California avocado guacamole topped with the popular avocado “rose.”

Media, Blogger and Artisan Chef Outreach Garners More Than 25 Million Impressions During California Avocado Month

To build awareness of the peak California avocado season, the California Avocado Commission (CAC) conducted a nationwide media outreach campaign and partnered with popular bloggers and chefs to showcase the versatility of the fruit in a variety of new on-trend recipes. The multi-faceted campaign — which included press releases, California avocado shipments, partner blog posts, retail partnerships and Artisan Chef menu items — resulted in more than 25 million impressions.

Throughout June, CAC’s Artisan Chefs featured California avocado specialty menu items in their restaurants. These unique dishes represented a wide range of creative meals, including:

- *Famous Damus Breakfast Sandwich*

- *California Avocado Grain Bowl*
- *California Avocado Fries*
- *Summer Salad with California Avocados*
- *Chilled California Avocado Soup with Dungeness Crab*
- *California Avocado and Prosciutto Pizza*
- *Smoked Pork Belly, California Avocado, Buttered Shrimp and Pickled Tomatillo*

One of the hottest consumer trends this summer was creative ice cream recipes. To engage with consumers eager for unique ice cream flavors, chef partner Jessica Koslow (SQIRL) developed *California Avocado Cardamom Ice Cream with Fermented Carrot Custard*. The specialty treat was served at three trendy Southern California Salt & Straw ice cream parlor locations, was featured in a press release and in a pre-written article developed by CAC.

The Commission also sent ice cream party kits and fresh, ripe California avocados to its 2016 Blogger Ambassadors as well as other popular bloggers and influencers, encouraging them to create their own adventurous California avocado ice cream flavors and share them with their fans.

Photos: Sqirl Teams With Salt & Straw For 'Fermentation'-Themed Ice Cream Flavors

BY [JULIA WICK](#) IN [FOOD](#) ON MAY 27, 2016 2:00 PM

California Avocado & Cardamom with Fermented Carrot Custard
 This flavor—the aforementioned Sqirl collaboration pairs Sqirl chef Jessica Koslow's avocado cardamom ice cream recipe with a housemade fermented carrot custard.
 (Photo courtesy of Salt & Straw)

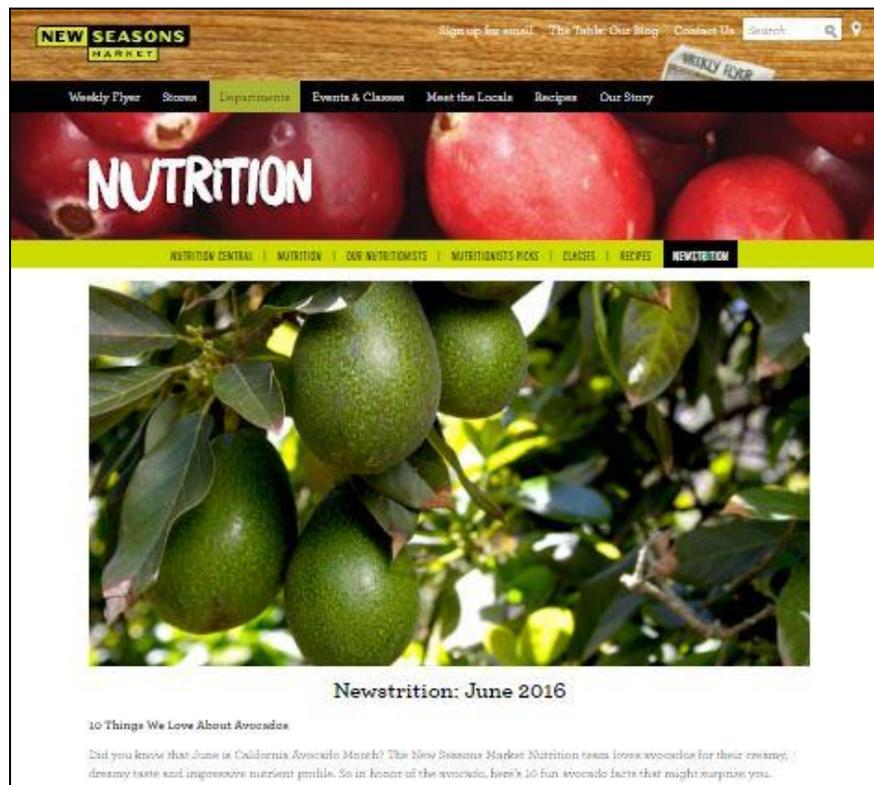
Salt & Straw's California Avocado Cardamom with Fermented Carrot Custard flavor was featured in LAist.

Top Tier Retailers Celebrate California Avocado Month

Throughout the month of June, Supermarket Registered Dietitians (SRDs) at targeted top tier retailers celebrated California avocado month with in-store events, television appearances, email blasts and giveaways that provided customers with new usage ideas, recipes and nutritional information. As part of the celebration, the California Avocado Commission (CAC) distributed 4,000 copies of *Superfood Spotlight: Making Mealtime Easy for Moms* to 40 SRDs at 12 top tier retailers. Those retailers included Albertsons, Balls Food Stores, Dierbergs Markets, Harmons, HEB, Hy-Vee, King Soopers/The Little Clinic, Lunds & Byerly, New Seasons Market, Northgate Markets, PCC, Save-Mart and Schnucks.

Highlights of the California Avocado Month retail SRD activities are as follows.

- New Seasons Market featured California Avocado Month in their June [Newstrition](#) e-newsletter and on their website and included a link to [Guacamole Potato Salad](#) on the California avocado website.
- PCC Nutrition Educator Nick Rose provided customers, and those who attended his classes, with CAC's *Wake-up to Breakfast* recipe booklet, recipe tear pads and California avocado cutters.
- Ashley Quadros, MS, RD, of Harmons, distributed the *California Avocados Plant-based Diet* recipe booklet at the National Senior Health and Fitness Day held in Salt Lake City, Utah.
- King Soopers/The Little Clinic hosted a Diabetes Wellness Festival at four locations and prepared and served grilled California avocados for the attendees, as well as distributed California avocado cutters and *American Summer Holidays* brochures.
- Cristina Rebellón, RDN for King Soopers/The Little Clinic, showcased California avocados as one of her “unexpected foods for grilling” during a [televised segment](#) on Colorado’s Best KWGN-TV. During the show, which has an audience of 15,400, Cristina also shared her “favorite trick” for peeling an avocado and reminded viewers that avocados are a “great way to get your healthy fats for the day.”



New Seasons Market showcased California Avocado Month in its June Newstrition e-newsletter.

Innovative California Avocado Menu Items Showcased for International Corporate Chefs

The 2016 International Corporate Chef Association (ICCA) 14th Annual Summit was held in Nashville, Tennessee from June 26 – 29. The event, which plays host to chain menu developers, executive chefs and R&D decision-makers from the top 200 restaurant chains in the world, provided the California Avocado Commission (CAC) with an opportunity to feature unique California avocado menu items.

During the course of the two-and-a-half-day event, the Commission showcased a wide range of dishes designed to inspire the global culinarians. The dishes ranged from cocktails and snacks to breakfast and dinner options. The menu items included:

- *Chili Lime Prawn-Avocado Shooter*
- *Cauliflower Puree with Fresh California Avocado, Tomato Jam and Bacon*
- *Fresh California Avocado Skillet Scramble with Egg, Potato, Green Onion, Roasted Red Pepper and White Cheddar*
- *Heirloom Tomato Salad with Kikkoman Lime Ponzu and Fresh California Avocados*
- *Mini Quesadilla with California Avocado Mash*

While ICCA participants sampled the dishes, CAC staff met with established contacts and new representatives from Beef O’Brady’s, LongHorn Steakhouse and Shoney’s to discuss the value and benefits of showcasing California avocado menu items.



Renate DeGeorge, Divisional Chef with SSP samples Cracker + Three Fresh California Avocado Dips (an homage to the South’s Meat & Three dish).

California Market Trends

To view all market trend graphs, including “Weekly Volume Summary,” “Weekly Avocado Prices” and “U.S. Avocado Supply,” please visit: <http://www.californiaavocadogrowers.com/industry/market-statistics>.

California Avocado Commission Weekly Volume Summary (pounds)			
	Week Ending 7/24/2016	Season-to-Date (since 11/1/15)	2016 Year to Date
Hass	14,231,292	317,632,700	317,592,766
Lamb	1,292,784	9,888,374	9,888,374
Other (Greens)	100,800	2,648,088	2,318,552
California Total	15,624,876	330,169,162	329,799,693
Florida	2,378,640	20,387,161	12,887,085
Chile	140,000	19,756,300	12,414,708
Mexico	27,737,253	1,363,927,158	1,051,406,972
Peru	6,240,031	49,178,602	49,178,602
Other (Imports)	110,000	11,030,000	10,530,000
Import Total	34,227,284	1,443,892,060	1,123,530,282
USA Total	52,230,800	1,794,448,384	1,466,217,060
Source(s):	California = CAC (AMRIC), Chile = Comité de Paltas, Chile		
	Florida = Florida Avocado Admin Committee		
	Mexico = APEAM, Peru = ProHass		
	Other Imports = USDA AMS website		

California Avocado Society Weekly Newslines* Avocado Prices				
7/25/2016				
	FOB Price	Field Price	Retail Price	Last Year FOB
California Hass	(25# carton)	(per pound)	(per each)	(25# carton)
#32's-36's	54.25-57.75	1.96-2.10		37.00-39.00
40's	54.25-57.75	1.96-2.08		37.00-39.00
48's	53.25-57.25	1.92-2.08		37.00-40.00
60's	39.00-44.25	1.35-1.56		33.00-34.00
70's	29.25-36.00	0.96-1.23		29.00-30.00
84's	19.99-27.25	0.67-1.00		22.00-24.00
Mexican Hass				
All Sizes	N/A	N/A		N/A
Chilean Hass				
All Sizes	N/A	N/A		
Peruvian Hass				
All Sizes	N/A	N/A		N/A

*To subscribe to the Weekly Newslines, please contact the California Avocado Society at (951) 225-9102 or www.CaliforniaAvocadoSociety.org.

Weather: 30-Day Outlook For California's Coastal & Valley Areas

Summary - The basic pattern consists of intermittent high pressure extending west to east from the central Pacific into northern California, intermittent troughing in the Pacific Northwest to central California during the first week of August, cooler with the trough during the first week of August, sea surface temperature influence continues to force a weak east

to west trough well to the west of southern California, some seasonable tropical cyclone activity off southwestern Mexico, seasonable increase in monsoonal moisture, with continuation of thunderstorms in Arizona and southern California to the central Sierras, wetter than normal conditions will focus in western Mexico Sierra Madre Occidental, and drier than normal conditions focus in all of Pacific Northwest and far northern California.

In the Near Term – July 30 – Aug. 15... For August 2nd through the 8th, the NOAA/CPC outlook continues upper high pressure over the Rockies-Great Plains, but a trough in the Pacific Northwest. High pressure is west of southern California. The southern Rockies and Arizona have above normal rainfall from an active monsoonal pattern.

In the Fox Outlook Map for July 30th through August 19th, we indicate drier than normal conditions from northern California through the Pacific Northwest. California continues with the drier than normal pattern through the central Sierras and north for the most part.

In the southern California avocado growing areas there will be usual marine low clouds or fogs near the beach, otherwise drier than normal inland with seasonably hot days July 30th - August 5th. It turns less hot from August 6th - 8th, with a deeper marine layer and morning drizzle. On August 9th - 15th it turns hot again with a shallow marine layer. Thunderstorm activity in the mountains and deserts may still continue below normal during this period.

Summary – August 16-Aug 28...During this time we transition into a hotter than normal period again from August 15th - 21st, but with still a chance for some monsoonal thunderstorms most days in the mountains and Sierras. Below normal rainfall returns for the Sierras, Lake Tahoe north, and at the coast Sonoma County north, with hot spells in the coastal hills and foothills of northern California.

In northern and central California it turns warmer with hot conditions developing in coastal hills. Thunderstorms in the Sierras produce near normal rainfall south of Tahoe, and below normal rainfall Tahoe north. There is the usual dry lightning risk for fires in the central and southern Sierras.

In the southern California avocado growing areas this looks like a very hot period according to the North American Multi-Model Ensemble (NMME) climate forecast model. Rain amounts are near normal from sparse rains occurring with thunderstorms.

Seasonal Outlook/El Niño Update...August 29 – November 30...The cold sea surface temperature anomaly (*La Niña*) will continue along the equator. The tropical cyclones in September and October may be a bit subdued due to cooling of sea surface temperatures off southwestern Mexico and west along 21-26N. Tropical cyclones will occur, but fewer than normal off southwest Mexico.

There is higher than normal risk for extreme heat in southern California during the first week or so of September, and again around August 22nd-30th. There is risk for two periods with highs 100+ in the Avocado belt (Temecula-Fallbrook).

In the longer term, we expect a stronger damping influence for troughs moving east into California in October and November to early December, associated with *La Niña*. A band of colder than normal sea surface temperatures along 30N will tend to reduce the amount of available moisture, producing below normal rainfall for most of the fall. Model guidance is showing much warmer than normal conditions for September – November, and near normal rainfall for September and October, but below normal in November throughout most of California. High pressure oriented west to east from west of central and southern California to inland will tend to produce the anomalously dry and warm conditions. Watch for return of normal frosts in December as troughing starts to develop over the Great Basin and into southeastern California.

...Alan Fox, Fox Weather LLC...